

ABASD Outreach Plan



Table of Contents

I.	Stated Purpose & Objective	3
II.	Strategy.....	4
III.	Tactics.....	6
IV.	Venue Selection.....	9
V.	Meeting Schedule.....	11
VI.	Outreach Timeline Overlay.....	12
VII.	Reporting.....	13
VIII.	Logo & Collateral.....	14

Purpose & Objective

Situation Analysis: County of San Diego Independent Redistricting Commission (IRC) is responsible for the redrawing of the county's supervisorial district boundaries and seeks assistance from community partners and outside consultants to aid its outreach efforts and increase public participation in the redistricting process.

Objective: Increase and encourage broad and diverse community participation and input in each supervisorial district throughout a series of public hearings.

Proposal: The Asian Business Association San Diego (ABASD) will raise awareness of the redistricting process and promote Public Hearing participation in each supervisorial district by working with its outreach partners throughout the county to communicate with various communities of interest to ensure maximum public input over the next several months.

STRATEGY

ABASD will engage community-based organizations (CBOs), local planning groups, special districts and other organizations throughout the County, over 50 outreach partners who are part of a collaborative focused on Economic & Social Equity for the San Diego Region, and across all media, to ensure IRC accomplishes its Objective and public input is maximized.

Community-based organizations with whom ABASD currently collaborates include: Access, Adams Avenue Business Association, Barrio Logan Association, Chaldean Chamber of Commerce, Chicano Federation, Convoy District Partnership, Indo-American Arts & Culture Society, Jacobs Center for Neighborhood Innovation, Otay Mesa Chamber of Commerce, RISE San Diego, Rotary Club San Diego, San Diego Asian Pacific Islander Coalition, San Ysidro Chamber of Commerce, Sudanese Community Center, Urban Corp, Urban League of San Diego, The Vine Black News Magazine.

Community Based Organizations*

Adams Avenue Business Association	National Panhellenic Council
Barrio Logan Association	North Park Main Street
Black San Diego	Pastors on Point
Chaldean American Association	Paving Great Futures
Chicano Federation	Power Referral Services
City Heights Business Association	Promise Zone
Community Events for Voice & Viewpoint Coverage	RISE San Diego
Convoy District Partnership	Rotary Club San Diego
East African Community Center	San Diego Black Business Network
El Cajon Boulevard Business Improvement Association	San Diego Equality Business Association
Hillcrest Business Association	SD Urban League Young Professionals
Indo-American Arts & Culture Society	SD Young Professionals
International Rescue Committee	Southeastern Diamond Business District
Jacobs Center	Sudanese Community Center
La Vuelta	The Brink at USD
Logan Avenue Consortium	The Rock Church
Logan Heights CDC	The Vine Black News Magazine
Made in Paradise Hills	UAAMAC
NAACP - North County	Urban Corps
	Urban League of San Diego County
	Young Black & 'N Business

**This is a partial list*

Chambers of Commerce

Carlsbad Chamber of Commerce
Chula Vista Chamber of Commerce
Coronado Chamber of Commerce
Del Mar Chamber of Commerce
East County Chamber of Commerce
Encinitas Chamber of Commerce
Escondido Chamber of Commerce
Imperial Beach Chamber of Commerce
La Mesa Chamber of Commerce
Lemon Grove Chamber of Commerce
Mira Mesa Chamber of Commerce
National City Chamber of Commerce
North County EDC

North San Diego Business Chamber
Oceanside Chamber of Commerce
Otay Mesa Chamber of Commerce
Poway Chamber of Commerce
San Diego North EDC
San Diego Regional Chamber of Commerce
San Diego Regional EDC
San Marcos Chamber of Commerce
San Ysidro Chamber of Commerce
Santee Chamber of Commerce
Solana Beach Chamber of Commerce
Spring Valley Chamber of Commerce
Vista Chamber of Commerce

Planning Groups and Special Districts*

Alpine Community Planning Group
Alpine Fire Protection District
Bonita-Sunnyside Fire Protection District
Borrego Springs Fire Protection
Borrego Water District
Boulevard Community Planning Group
Campo/Lake Morena Community Planning Group
Canebrake Co. Water
Crest/Dehesa/Granite Hills/Harbison Planning
Cuyamaca Water District
Deer Springs Fire Protection District
Descanso Community Planning Group
Fairbanks Ranch Community Services District
Fallbrook Community Planning Group
Fallbrook Healthcare District
Fallbrook Public Utility District
Grossmont Healthcare District
Helix Water District
Jacumba Community Services
Jamul- Dulzura Community Planning Group
Julian Community Planning Group
Julian Community Services
Lakeside Community Planning Group
Lakeside Fire Protection District
Lakeside Water District
Leucadia Wastewater District
Lower Sweetwater Fire Protection
Majestic Pines Community Services District
Mootamai Municipal Water
Morro Hills Community Services Group
North County Fire Protection District
Olivenhain Municipal Water District
Otay Water District
Padre Dam Municipal Water District

Palomar Health
Pauma Municipal Water
Pauma Valley Community Services
Pine Valley Community Planning Group
Potrero Community Planning Group
Questhaven Municipal Water
Rainbow Community Planning Group
Rainbow Municipal Water District
Ramona Community Planning Group
Ramona Municipal Water District
Rancho Santa Fe Community Services District
Rancho Santa Fe Fire Protection District
Rincon Del Diablo Water District
Rincon Ranch Community Services
San Dieguito Community Planning Group
San Luis Rey Municipal Water District
San Miguel Consolidated Fire Protection District
Santa Fe Irrigation District
South Bay Irrigation District
Spring Valley Community Planning Group
Sweetwater Community Planning Group
Tri-City Hospital District
Valle de Oro Community Planning Group
Valley Center Community Planning Group
Valley Center Fire Protection District
Valley Center Municipal Water District
Valley Center Parks and Recreation District
Vista Fire Protection District
Vista Irrigation District
Whispering Palms Community Services District
Wynola Water District
Yuima Municipal Water District

* Plus other local, municipal planning groups

TACTICS

The tactics used to inform and engage target communities may include flyers, brochures, posters, word-of-mouth, posted information on our website and websites of community-based organizations, social media, media releases, direct mail, email distribution, community meetings, newsletters, local newspapers (both print and digital versions), radio and PSAs.

Community Relations & Coalition Building

ABASD will leverage long-standing relationships with non-County elected officials and other community leaders at the local level to provide timely and pertinent information regarding the redistricting process to raise awareness, educate, and increase public participation. Coordinated distribution of information via the email lists of our respective CBO partners will play a critical role in this area.

Targeted Communications, Social Media & Advertising

ABASD will help IRC reach targeted audiences no matter where they are. Beyond simply delivering traditional, “legacy” media programs (direct mail, print and broadcast), ABASD’s team is partnered with leading providers of audience-based IP-addressable advertising solutions that span 4-screens: desktop, mobile, tablet & TV – ensuring our digital outreach and engagement campaign is employing the very best tactics available.

In conjunction with IRC guidelines and direction, the ABASD team will craft appropriate digital content for outreach distribution across relevant social media platforms for each district and among outreach partners. An emphasis on partnering with CBO's for tagging and organic resharing will be utilized as part of the overall strategy.

Social Media

In conjunction with IRC guidelines and direction, the ABASD team will craft appropriate digital content for outreach distribution across relevant social media platforms for each district and outreach partners. An emphasis on partnering with CBO's for tagging and organic resharing will be utilized as part of the strategy. When appropriate, paid ads will be distributed digitally to target populations.

SAMPLE Facebook Post:

Be a voice for your community! 🗳️ Join County of San Diego Independent Redistricting Commission Public Hearing on Thursday, August 12 at 5:30PM at Mira Mesa Senior Center! Learn more at: <https://www.sandiegocounty.gov/redistricting/>

SAMPLE Twitter Post:

Be a voice for your community! 🗳️ Join the Community Meeting on August 12 at 5:30PM at Mira Mesa Senior Center! Learn more at: <https://www.sandiegocounty.gov/redistricting/>

SAMPLE Outreach Email:

Good afternoon (GROUP NAME),

My name is Lauren Garces, Outreach Consultant for County of San Diego Independent Redistricting Commission. We cordially invite you and members of your organization to voice your thoughts at a Public Hearing scheduled for Thursday, August 12th, at 5:30PM.

Registration is highly recommended, but not required to attend. Community members can also skip the line and save time by submitting their input using our “Community Builder” online submission tool.

August 12 Public Meeting [LINK]

Community Builder Tool [LINK]

I have also attached flyers for next Thursday's event and included steps on how community members can participate in the redistricting process. For those unable to attend, the next event will be on Wednesday, August 18th, at 6:00PM.

If you have any questions, concerns, or need additional information, feel free to contact me.

Thank you for your consideration.

Respectfully,

Lauren Garces
Outreach Consultant
County of San Diego Independent Redistricting Commission
O: (858) 555-1234
www.LINKTOWEBSITE?.com

Public Education

Website

In conjunction with IRC guidelines and direction, the ABASD team will assist with updating IRC website/webpage to provide relevant redistricting information for dissemination to all partners, and for linking to all digital outreach efforts.

Earned Media

ABASD will communicate all opportunities for public engagement in the redistricting process to local TV, radio and print media and encourage media attendance at all public hearings. Media broadcast of the redistricting process increases the likelihood of broader public participation.

Public Hearings & Webinars

As outlined herein, ABASD will orchestrate and assist with the execution of the agreed-to schedule of public hearings, webinars, and other meetings as needed throughout the county. ABASD will assist with the development of methods to organize and coordinate improved public participation in pre-mapping public hearings, and work with IRC staff to research and develop a process to allow for advance scheduling of voluntary appointments for individuals and groups wishing to address the IRC during public hearings, as feasible.

Additional Outreach, Ethnic Media & Other Media Targets

ABASD is also committed to reaching out more broadly to the Latino community, Tribal governments, and religious institutions throughout the county.

Black SD Magazine	The Epoch Times
SOFUN Media	Korea Times
Lighthouse Magazine	The Korean Daily
San Diego YuYu	Vietnamese News TV
Filipino Press	Al Hayat Daily (Arabic)
Asian Journal	
La Prensa	(partial list)

Public Service Announcements via local radio and cable television providers

Local community newspapers

- Commissioner Op-Ed placement

County Media Target Lists

IRC Meetings & Public Hearings – Venue Selection

WHY? ... rationale and considerations for venue and time selection:

- Venues reasonably accessible to retired/older individuals and the working age population
- Venues with meeting room capacity adequate to accommodate anticipated public turnout
- Venues with reasonable transit and walkability scores, are relatively close to major highways, freeways or expressways, and which are accessible to residents with mobility issues

Additional consideration was given to the areas in each district that:

- are closer in proximity to existing district borders
- are close to large minority populations
- have a greater number of CBOs and planning groups

ABASD will also support appropriate efforts to engage hard-to-reach and less-populated communities

Walkability and Transit Scores (www.walkscore.com)

Walk Score measures the walkability of any address using a patented system that analyzes hundreds of walking routes to nearby amenities.

Walk Score®	Description
90-100	Walker's Paradise Daily errands do not require a car.
70-89	Very Walkable Most errands can be accomplished on foot.
50-69	Somewhat Walkable Some errands can be accomplished on foot.
25-49	Car-Dependent Most errands require a car.
0-24	Car-Dependent Almost all errands require a car.

Transit Score is a patented measure of how well a location is served by public transit. Transit Score is based on data released in a standard format by public transit agencies.

Transit Score®	Description
90-100	Rider's Paradise World-class public transportation.
70-89	Excellent Transit Transit is convenient for most trips.
50-69	Good Transit Many nearby public transportation options.
25-49	Some Transit A few nearby public transportation options.
0-24	Minimal Transit It is possible to get on a bus.

Final Notes

We did research “**disability access**” scores, but no such scores exist. Such scores would be very difficult to develop because there is a large diversity of disabilities in the populace and no one single score could fairly reflect that with regard to meaningful access. Further, every business and public building is legally required to be ADA compliant.

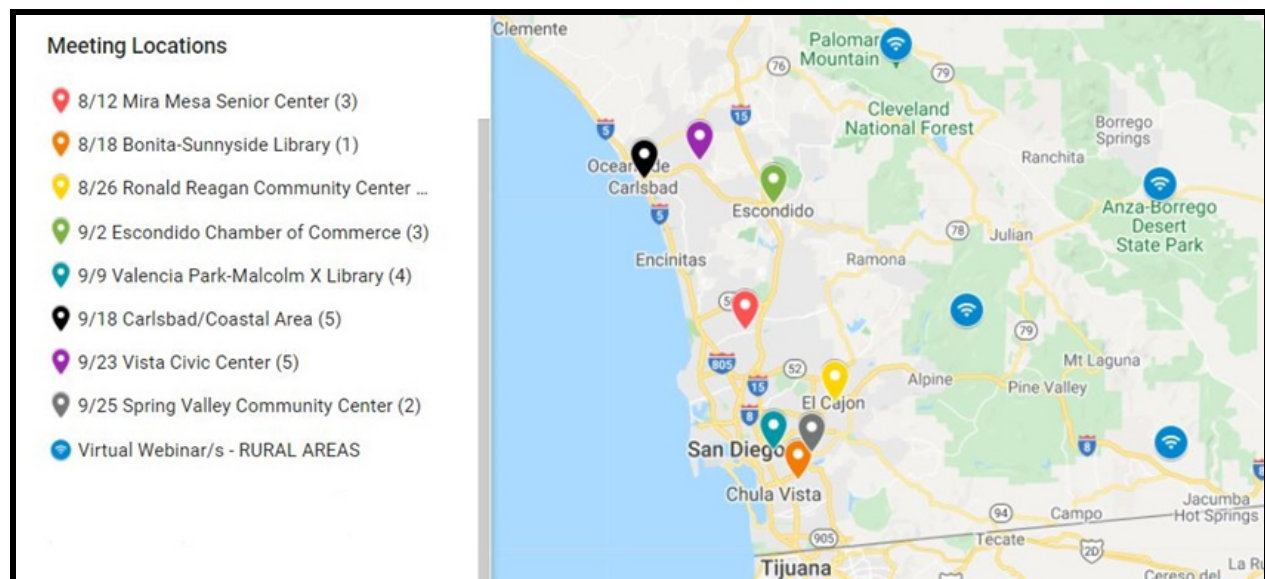
We also looked at 2019 SANDAG population estimates for the most current projection of working age population (**ages 15-64**) in the San Diego region, and how that relative population share compared to the specific zip codes of the venues proposed for hearings. A late afternoon/early evening hearing is more appropriate when there is a relatively similar or larger share of **working age residents** in the immediate zip code population of the proposed venue. All zip codes for the proposed venues have relatively similar median ages and working age populations when compared to the overall regional average.

IRC Meeting & Public Hearing – Schedule

Meeting Date	Day	Meeting Location	District	Walk Score	Transit Score	Room Capacity	Access	IRC Meeting Start	Public Hearing Start
8/12/2021	Thursday	Mira Mesa Senior Center	GM (3)	83	33	150-200	3:00PM	4:00PM	5:30PM
8/18/2021	Wednesday	Bonita Sunnyside Library	1	56	n/a ¹	84	2:00PM	5:30PM*	6:00PM
8/26/2021	Thursday	Ronald Reagan Community Center	2	88	45	300	1:00PM	4:00PM	5:30PM
9/2/2021	Thursday	Escondido Chamber of Commerce	3	86	49	86	4:00PM		6:00PM
9/9/2021	Thursday	Valencia Park-Malcolm X Library	4	79	60	140	1:00PM	4:00PM	5:30PM
9/18/2021	Saturday	Green Dragon Tavern & Museum	5	48	26	100	10:00AM		1:00PM
9/23/2021	Thursday	Vista Civic Center	5	75	47	200+	1:00PM	4:00PM	5:30PM
9/25/2021	Saturday	Spring Valley Community Center	GM (2)	69	70	200+	10:00AM		1:00PM

¹ There is bus service within .1 mile of this location. *Special Meeting of the IRC

Where are the Public Meetings?



Outreach Time Overlay

WEEK (Beginning)	DATE	MEETING / HEARING District	DATE/s	ACTIVITY / EVENT District
1 (7/26/2021)	Jul 29	IRC Meeting		- Soft outreach begins; contact all CBOs and extended network. - Engage Spanish, Arabic, Tagalog, Chinese, Japanese, Korean, Laotian, and Vietnamese translators; begin production of all digital and media materials, including Meeting Notice translation and other translations.
2 (8/2/2021)				- Update IRC website/webpage, as needed. - Press Advisories re: General and District meetings. - Identify potential dates and times for possible Virtual Only meetings/webinars. - Finalize production of digital and media materials.
			Aug 2 - 12	Rolling Outreach/Meeting Promotion: Aug 12 IRC Mtg/Public Hearing All
			Aug 3	IB National Night Out 1
			Aug 5	Encinitas Chamber Golf Tournament 3
			Aug 6	First Friday Art Walk Oceanside 5
			Aug 7	ArtWalk @ Liberty Station 4
			Aug 8	Hillcrest CityFest 4

(continued)

WEEK (Beginning)	DATE	MEETING / HEARING District	DATE/s	PROPOSED ACTIVITIES & POSSIBLE EVENTS District
3 (8/9/2021)	Aug 12	IRC Meeting/Public Hearing - Mira Mesa Senior Center (3)	Aug 9 - 18	Rolling Outreach/Meeting Promotion: Aug 18 Public Hearing 1
			Aug 12	National City Chamber Summer Mixer 1
			Aug 14	Chula Vista HarborFest 1
			Aug 17	Carlsbad Music Festival 5
4 (8/16/2021)	Aug 18	Public Hearing - Bonita Sunnyside Library 1	Aug 17 - 26	Rolling Outreach/Meeting Promotion: Aug 26 IRC Mtg/Public Hearing 2
			Aug 20	San Diego Magazine Best of San Diego Party 4
5 (8/23/2021)	Aug 26	IRC Meeting/Public Hearing - Ronald Reagan Community Center 2	Aug 24 - Sep 2	Rolling Outreach/Meeting Promotion: Sep 2 Public Hearing 3
6 (8/30/2021)	Sep 2	Public Hearing - Escondido Chamber of Commerce 3	Aug 31 - Sep 9	Rolling Outreach/Meeting Promotion: Sep 9 IRC Mtg/Public Hearing 4
			Sep 4	Santee Fall Fair 2
7 (9/6/2021)	Sep 9	IRC Meeting/Public Hearing - Valencia Park-Malcolm X Library 4	Sep 9 - 18	Rolling Outreach/Meeting Promotion: Sep 18 Public Hearing All
			Sep 11	Poway Rotary Parade 2
			Sep 11-12	San Diego Festival of the Arts 3
8 (9/13/2021)	Sep 18	Public Hearing - Green Dragon Tavern & Museum	Sep 14 - 25	Rolling Outreach/Meeting Promotion: Sep 23 IRC Mtg/Public Hearing *and* Sep 25 Public Hearing 5
9 (9/20/2021)	Sep 23	IRC Meeting/Public Hearing - Vista Civic Center 5		TBD
	Sep 25	Public Hearing - Spring Valley Community Center (2)		TBD

Monthly & After-Action Reporting

Reach, Data, Analytics

ABASD will review metrics/lessons learned after each meeting and adjust outreach schedule/tactics accordingly.

ABASD will also be available to provide After-Action updates at each regular IRC meeting, which will be consolidated into Monthly Reports.

* Information regarding outreach plans and reporting for Post-Draft Map period will be provided at a future meeting.

Monthly reporting (oral/print) to include:

1. Narrative summary of outreach efforts, public participation and input received
2. Number of Outreach events
3. Number of attendees and demographic info for each event
4. Information collected on voluntary survey
5. Summary metrics and analytics for all marketing efforts
 - a. Social media metrics
 - b. Website traffic
 - c. Email click-throughs
 - d. poster/flyer distribution reach
 - e. TV and radio reach

Survey Responses

Collected via voluntary surveys at each meeting:

Meeting info:

- District
- Date/time
- Location
- RSVPs (if applicable)
- Attendees

Demographics:

- Zip code of residence
- Community of Interest
- Age
- Gender
- Household income
- Race/ethnicity
- Rental/homeownership status

Communities of Interest in attendance (Represented Industries and Community Organizations):


- Educational
- Financial
- Government
- Hospitality
- Law Enforcement
- Legal
- Marketing/Advertising
- CBOs
- Other

Logo & Collateral



Sample Ad Material

Targeted digital “display ads” will appear to audiences based on their browsing habits. Ads will appear on brand-safe websites, including local news and weather sites, sports websites, and general information websites.



**WE NEED
TO HEAR
FROM
YOU**

County district lines
are being drawn
and your input
is valuable!

PAID FOR BY THE COUNTY OF SAN DIEGO
INDEPENDENT REDISTRICTING COMMISSION

**NEW DISTRICT LINES ARE BEING
DRAWN IN SAN DIEGO COUNTY**

CLICK HERE TO LEARN MORE

PAID FOR BY THE COUNTY OF SAN DIEGO
INDEPENDENT REDISTRICTING COMMISSION



**New district lines
are being drawn
WE NEED TO HEAR
FROM PEOPLE
LIKE YOU.**

PAID FOR BY THE COUNTY OF SAN DIEGO INDEPENDENT REDISTRICTING COMMISSION

Sample Flyers

PUBLIC HEARINGS

The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to **hear from residents like you** about how County supervisorial district lines should be drawn. **These hearings are both in-person and virtual.**



THURSDAY, AUGUST 12, 2021 GENERAL HEARING

Mira Mesa Senior Center, 9480 Mira Mesa Blvd, San Diego, CA 92126
5:30 P.M.

WEDNESDAY, AUGUST 18, 2021 DISTRICT 1

Bonita Sunnyside Library, 4375 Bonita Rd, Bonita, CA 91902
6:00 P.M.

THURSDAY, AUGUST 26, 2021 DISTRICT 2

Ronald Reagan Community Center, 195 E Douglas Ave, El Cajon, CA 92020
5:30 P.M.

THURSDAY, SEPTEMBER 2, 2021 DISTRICT 3

Escondido Chamber of Commerce, 720 N Broadway, Escondido, CA 92025
6:00 P.M.

THURSDAY, SEPTEMBER 9, 2021 DISTRICT 4

Valencia Park/Melvin X Library, 5148 Harlet St, San Diego, CA 92114
5:30 P.M.

SATURDAY, SEPTEMBER 18, 2021 GENERAL HEARING

TBD

THURSDAY, SEPTEMBER 23, 2021 DISTRICT 5

Vista Civic Center, 200 Civic Center Dr, Vista, CA 92084
5:30 P.M.

SATURDAY, SEPTEMBER 25, 2021 GENERAL HEARING

Spring Valley Community Center, 8735 Jamacha Blvd, Spring Valley, CA 91977
1:00 P.M.



- To learn more about redistricting
- To find your current district
- For Town meeting information
- To provide comments for any of the redistricting
- To meet with your community's Redistricting Community Builder

GO TO: www.sandiego.gov/redistricting

Or, scan this:



The County of San Diego continues to follow California Department of Public Health guidelines which require indoor masking of face situated individuals. The County is also following the Centers for Disease Control and Prevention's guidance that recommends everyone wear a face covering in indoor public settings regardless of vaccination status.

To request the language translation of the hearings, individuals should call (858) 277-2822 or send email to redistricting@sdsd.org at least 24 hours in advance of the hearing.

PUBLIC HEARING DISTRICT 1



The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to **hear from District 1 residents** about how County supervisorial district lines should be drawn. Even if you don't live in District 1, you're still welcome and encouraged to participate. **This hearing is both in-person and virtual.**

WHEN

Wednesday, August 18, 2021, 6:00 PM.

WHY

The Commission needs to hear from residents to better understand their communities and ensure they are fairly represented when drawing district lines.

WHAT

County of San Diego Independent Redistricting Commission Public Hearing

WHERE/HOW

To Participate In-Person:
Bonita Sunnyside Library
4375 Bonita Road
Bonita, CA 91902

To Participate by Zoom:
ONLINE:
<https://us06web.zoom.us/j/88946338640>
BY PHONE:
(408) 638-0968

Webinar ID: 889 4633 8640
Passcode: 706207

To request live language interpretation of IRC meetings, individuals should call (859) 277-2922 or send email to redistricting@abasd.org at least 24 hours in advance of the meeting.

- To learn more about redistricting
- To find your current district
- To provide comments for this hearing
- To identify your community of interest using the Community Builder Tool

GO TO WWW.SANDIEGOCOUNTY.GOV/REDISTRICTING

Or, scan this:



The County of San Diego continues to follow California's Department of Public Health guidelines which require indoor masking of unvaccinated individuals. The County is also following the Centers for Disease Control and Prevention's guidance that recommends everyone wear a face covering in indoor public settings regardless of vaccination status.

AUDIENCIA PÚBLICA

DISTRITO 1



La Comisión Independiente de Redistribución de Distritos del Condado de San Diego está organizando audiencias públicas antes de la realización del mapeo para escuchar a los residentes del Distrito 1 sobre cómo se deben trazar las líneas divisorias de los distritos de supervisores del Condado. Aún si no vive en el Distrito 1, usted es bienvenido y puede participar. Esta audiencia se llevará a cabo de manera presencial y virtual.

¿CUÁNDO?

Miércoles, 18 de agosto de 2021 a las 6:00 p.m.

¿POR QUÉ?

La Comisión necesita escuchar a los residentes para comprender mejor sus comunidades y asegurarse de que estén representados equitativamente al momento de trazar las líneas divisorias del distrito.

¿QUÉ?

Audiencia Pública de la Comisión Independiente de Redistribución de Distritos del Condado de San Diego.

¿DÓNDE Y CÓMO?

Para participar de manera presencial:
Biblioteca Bonita Sunny side
4375 Bonita Road
Bonita, CA 91902

Para participar por Zoom:

EN LÍNEA:
<https://us06web.zoom.us/j/88946338640>
POR TELÉFONO:
(408) 638-0968

ID del seminario web: 889 4633 8640
Contraseña: 706207

Para solicitar interpretación simultánea durante las reuniones de la IRC, por favor llame al (619) 277-2022 o envíe un correo electrónico a redistricting@csd.org por lo menos 24 horas antes de la reunión.

- Para obtener más información sobre la redistribución de distritos
- Para encontrar su distrito actual
- Para someter comentarios durante esta audiencia
- Para identificar su comunidad de interés utilizando la herramienta Community Builder

VISITE WWW.SANDIEGOCOUNTY.GOV/REDISTRICTING

O puede escanear



El Condado de San Diego continúa siguiendo las recomendaciones del Departamento de Salud Pública de California que requieren el uso de mascarillas en interiores para las personas y la ciudad. El Condado también está siguiendo la guía de los Centros para el Control y la Prevención de Enfermedades que recomienda que todas las personas utilicen mascarillas en lugares públicos con personas independientemente del estado de vacunación.

Social Media Graphics

